



**WSOC-TV**

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Innovative Advertising  
403 North Columbia Street  
Covington, LA 70433

## Contract # 336636

<b>Schedule Dates</b>	10/13/12-10/22/12	<b>Date Entered</b>	10/12/12
<b>Advertiser</b>	Pol/Iss/NC Supreme Court Race (17043)	<b>Last Modified</b>	10/12/12
<b>Agency</b>	Innovative Advertising (2144)	<b>Entered By</b>	Jill Hipskind
<b>Product</b>	Political - Issue (1068)	<b>CO-OP</b>	No
<b>Brand</b>	1000 NC SUPR CT (139526)	<b>Headline #</b>	06371426
<b>Salesperson</b>	Telerep/Philadelphia, Philadelphia (1057)	<b>Demo</b>	
<b>Sales Office</b>	Telerep/Philadelphia	<b>Order Type</b>	Normal
<b>Buyer Name</b>	GUERRA, HEIDI	<b>Package Deal</b>	
<b>Phone/Fax</b>	/	<b>Commission %</b>	15.00
<b>CPE</b>	1000	<b>Commission</b>	\$20,122.50
<b>Account Types</b>	National/Political	<b>Net Total</b>	\$114,027.50
<b>Billing Type</b>	Standard	<b>Sales Tax</b>	
<b>Comments</b>	NC SUPREME COURT ***** THIS IS A CASH IN ADVANCE SCHEDULE *****		

<b>Charlotte (WSOC)</b>	<b>Spots</b>	<b>Rate</b>
By Broadcast Month		
Oct. 2012	115	\$134,150.00
<b>Grand Total:</b>	<b>115</b>	<b>\$134,150.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/15/12-10/19/12	3	:30	4:30A- 4:59A (EST)	1	X	X	X	X	X			1	\$275.00	\$275.00	Charlotte (WSOC)		10/12/12
2.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	4:30A- 4:59A (EST)	5	X	X	X	X	X			5	\$500.00	\$2,500.00	Charlotte (WSOC)		10/12/12
3.0	Normal Line / Spot	10/22/12-10/22/12	3	:30	4:30A- 4:59A (EST)	1								1	\$275.00	\$275.00	Charlotte (WSOC)		10/12/12
4.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	5A- 5:30A (EST)	10	X	X	X	X	X			10	\$825.00	\$8,250.00	Charlotte (WSOC)		10/12/12
5.0	Normal Line / Spot	10/22/12-10/22/12	2	:30	5A- 5:30A (EST)	2								2	\$825.00	\$1,650.00	Charlotte (WSOC)		10/12/12
6.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	5:30A- 6A (EST)	1	X	X	X	X	X			1	\$700.00	\$700.00	Charlotte (WSOC)		10/12/12
7.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	5:30A- 6A (EST)	5	X	X	X	X	X			5	\$700.00	\$3,500.00	Charlotte (WSOC)		10/12/12
8.0	Normal Line / Spot	10/22/12-10/22/12	2	:30	5:30A- 6A (EST)	1								1	\$700.00	\$700.00	Charlotte (WSOC)		10/12/12
9.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	7A- 8A (EST)	5	X	X	X	X	X			5	\$1,700.00	\$8,500.00	Charlotte (WSOC)		10/12/12
10.0	Normal Line / Spot	10/22/12-10/22/12	2	:30	7A- 8A (EST)	1								1	\$1,700.00	\$1,700.00	Charlotte (WSOC)		10/12/12
11.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	8A- 9A (EST)	1	X	X	X	X	X			1	\$1,600.00	\$1,600.00	Charlotte (WSOC)		10/12/12
12.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	8A- 9A (EST)	5	X	X	X	X	X			5	\$1,600.00	\$8,000.00	Charlotte (WSOC)		10/12/12
13.0	Normal Line / Spot	10/22/12-10/22/12	2	:30	8A- 9A (EST)	1								1	\$1,600.00	\$1,600.00	Charlotte (WSOC)		10/12/12
14.0	Normal Line / Spot	10/13/12-10/20/12	2	:30	6A- 7A (EST)							1		2	\$500.00	\$1,000.00	Charlotte (WSOC)		10/12/12

## CONFIRMATION CONTRACT

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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## Contract # 336636

**Schedule Dates** 10/13/12-10/22/12  
**Advertiser** Pol/Iss/NC Supreme Court Race (17043)  
**Agency** Innovative Advertising (2144)  
**Product** Political - Issue (1068)  
**Brand** 1000 NC SUPR CT (139526)  
**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
**Sales Office** Telerep/Philadelphia  
**Buyer Name** GUERRA, HEIDI  
**Phone/Fax** /  
**CPE** 1000  
**Account Types** National/Political

**Date Entered** 10/12/12  
**Last Modified** 10/12/12  
**Entered By** Jill Hipskind  
**CO-OP** No  
**Headline #** 06371426  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$20,122.50  
**Net Total** \$114,027.50  
**Sales Tax**

**Charlotte (WSOC)**  
By Broadcast Month  
Oct. 2012  
Grand Total:

Spots	Rate
115	\$134,150.00
115	\$134,150.00

### Billing Type

Standard

### Comments

NC SUPREME COURT  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	10/13/12-10/13/12	2	:30	7A- 8A (EST)							1		1	\$550.00	\$550.00	Charlotte (WSOC)		10/12/12
16.0	Normal Line / Spot	10/13/12-10/20/12	2	:30	8A- 9A (EST)							1		2	\$800.00	\$1,600.00	Charlotte (WSOC)		10/12/12
17.0	Normal Line / Spot	10/14/12-10/21/12	2	:30	6A- 7A (EST)								1	2	\$450.00	\$900.00	Charlotte (WSOC)		10/12/12
18.0	Normal Line / Spot	10/14/12-10/21/12	2	:30	7A- 8A (EST)								1	2	\$500.00	\$1,000.00	Charlotte (WSOC)		10/12/12
19.0	Normal Line / Spot	10/14/12-10/21/12	3	:30	8A- 9A (EST)								1	2	\$800.00	\$1,600.00	Charlotte (WSOC)		10/12/12
20.0	Normal Line / Spot	10/15/12-10/19/12	3	:30	9A- 10A (EST)		1	X	X	X	X			1	\$500.00	\$500.00	Charlotte (WSOC)		10/12/12
21.0	Normal Line / Spot	10/22/12-10/22/12	3	:30	9A- 10A (EST)		1							1	\$500.00	\$500.00	Charlotte (WSOC)		10/12/12
22.0	Normal Line / Spot	10/15/12-10/19/12	3	:30	9A- 10A (EST)		5	X	X	X	X			5	\$600.00	\$3,000.00	Charlotte (WSOC)		10/12/12
23.0	Normal Line / Spot	10/15/12-10/19/12	3	:30	10A- 11A (EST)		1	X	X	X	X			1	\$600.00	\$600.00	Charlotte (WSOC)		10/12/12
24.0	Normal Line / Spot	10/22/12-10/22/12	3	:30	10A- 11A (EST)		1							1	\$600.00	\$600.00	Charlotte (WSOC)		10/12/12
25.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	10A- 11A (EST)		5	X	X	X	X			5	\$700.00	\$3,500.00	Charlotte (WSOC)		10/12/12
26.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	12P- 1P (EST)		1	X	X	X	X			1	\$650.00	\$650.00	Charlotte (WSOC)		10/12/12
27.0	Normal Line / Spot	10/22/12-10/22/12	2	:30	12P- 1P (EST)		1							1	\$650.00	\$650.00	Charlotte (WSOC)		10/12/12
28.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	12P- 1P (EST)		5	X	X	X	X			5	\$900.00	\$4,500.00	Charlotte (WSOC)		10/12/12

## CONFIRMATION CONTRACT

Date:

Accepted-Station:

Date:

Comments:

Accepted-Agency/Advertiser:

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**Advertiser** Pol/Iss/NC Supreme Court Race (17043)  
**Agency** Innovative Advertising (2144)  
**Product** Political - Issue (1068)  
**Brand** 1000 NC SUPR CT (139526)  
**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
**Sales Office** Telerep/Philadelphia  
**Buyer Name** GUERRA, HEIDI  
**Phone/Fax** /  
**CPE** 1000  
**Account Types** National/Political

**Date Entered** 10/12/12  
**Last Modified** 10/12/12  
**Entered By** Jill Hipskind  
**CO-OP** No  
**Headline #** 06371426  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$20,122.50  
**Net Total** \$114,027.50  
**Sales Tax**

**Charlotte (WSOC)**  
**By Broadcast Month**  
Oct. 2012  
Grand Total:  
**Spots** 115  
**Rate** \$134,150.00  
\$134,150.00

### Billing Type

Standard  
NC SUPREME COURT  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
29.0	Normal Line / Spot	10/13/12-10/20/12	2	:30	12P-12:30P (EST)							1		2	\$600.00	\$1,200.00	Charlotte (WSOC)		10/12/12
30.0	Normal Line / Spot	10/14/12-10/21/12	2	:30	12P-12:30P (EST)							1		2	\$625.00	\$1,250.00	Charlotte (WSOC)		10/12/12
31.0	Normal Line / Spot	10/15/12-10/19/12	4	:30	4P-5P (EST)	1	X	X	X	X	X			1	\$850.00	\$850.00	Charlotte (WSOC)		10/12/12
32.0	Normal Line / Spot	10/15/12-10/19/12	4	:30	4P-5P (EST)	5	X	X	X	X	X			5	\$850.00	\$4,250.00	Charlotte (WSOC)		10/12/12
33.0	Normal Line / Spot	10/22/12-10/22/12	4	:30	4P-5P (EST)	1								1	\$850.00	\$850.00	Charlotte (WSOC)		10/12/12
34.0	Normal Line / Spot	10/15/12-10/19/12	3	:30	5:30P-6P (EST)	1	X	X	X	X	X			1	\$1,700.00	\$1,700.00	Charlotte (WSOC)		10/12/12
35.0	Normal Line / Spot	10/15/12-10/19/12	3	:30	5:30P-6P (EST)	5	X	X	X	X	X			5	\$1,700.00	\$8,500.00	Charlotte (WSOC)		10/12/12
36.0	Normal Line / Spot	10/22/12-10/22/12	3	:30	5:30P-6P (EST)	1								1	\$1,700.00	\$1,700.00	Charlotte (WSOC)		10/12/12
37.0	Normal Line / Spot	10/15/12-10/19/12	3	:30	6P-6:30P (EST)	1	X	X	X	X	X			1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		10/12/12
38.0	Normal Line / Spot	10/15/12-10/19/12	3	:30	6P-6:30P (EST)	5	X	X	X	X	X			5	\$2,000.00	\$10,000.00	Charlotte (WSOC)		10/12/12
39.0	Normal Line / Spot	10/22/12-10/22/12	3	:30	6P-6:30P (EST)	1								1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		10/12/12
40.0	Normal Line / Spot	10/13/12-10/20/12	2	:30	7P-7:30P (EST)							1		2	\$900.00	\$1,800.00	Charlotte (WSOC)		10/12/12
41.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	7P-7:30P (EST)	1	X	X	X	X	X			1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		10/12/12
42.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	7P-7:30P (EST)	5	X	X	X	X	X			5	\$2,000.00	\$10,000.00	Charlotte (WSOC)		10/12/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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## Contract # 336636

### Schedule Dates

10/13/12-10/22/12

### Advertiser

Pol/Iss/NC Supreme Court Race (17043)

### Agency

Innovative Advertising (2144)

### Product

Political - Issue (1068)

### Brand

1000 NC SUPR CT (139526)

### Salesperson

Telerep/Philadelphia, Philadelphia (1057)

### Sales Office

Telerep/Philadelphia

### Buyer Name

GUERRA, HEIDI

### Phone/Fax

/

### CPE

1000

### Account Types

National/Political

### Date Entered

10/12/12

### Last Modified

10/12/12

### Entered By

Jill Hipskind

### CO-OP

No

### Headline #

06371426

### Demo

Normal

### Order Type

Normal

### Package Deal

### Commission %

15.00

### Commission

\$20,122.50

### Net Total

\$114,027.50

### Sales Tax

### Charlotte (WSOC)

By Broadcast Month

Oct. 2012

Grand Total:

### Spots

115

115

### Rate

\$134,150.00

\$134,150.00

### Billing Type

Standard

### Comments

NC SUPREME COURT

\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
43.0	Normal Line / Spot	10/22/12-10/22/12	2	:30	7P- 7:30P (EST)	1	X							1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		10/12/12
44.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	7:30P- 7:56P (EST)	1	X	X	X	X	X			1	\$2,900.00	\$2,900.00	Charlotte (WSOC)		10/12/12
45.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	7:30P- 7:56P (EST)	5	X	X	X	X	X			5	\$2,900.00	\$14,500.00	Charlotte (WSOC)		10/12/12
46.0	Normal Line / Spot	10/22/12-10/22/12	2	:30	7:30P- 7:56P (EST)	1	X							1	\$2,900.00	\$2,900.00	Charlotte (WSOC)		10/12/12
47.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	7A- 8A (EST)	1	X	X	X	X	X			1	\$1,700.00	\$1,700.00	Charlotte (WSOC)		10/12/12
48.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	5A- 5:30A (EST)	2	X	X	X	X	X			2	\$825.00	\$1,650.00	Charlotte (WSOC)		10/12/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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REP HEADLINE# 6371426  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-225-4100  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

CREDIT RISK !!!  
HARRIS REPORT FROM REP

OCT11/12 17.27  
\*\*\* WSOC-TV \*\*\*

ADV # ADV. NAME ISS/NC SUPREME COURT RACE

AGY # AGY. NAME INNOVATIVE ADVERTISING

403 N. COLUMBIA STREET  
COVINGTON, LA 70433

CONTRACT # 6371426

REP. # OFF. # 220 SALESMAN #  
BUYER NAME HEIDI GUERRA  
SALES PRSN PH- NICK WELTE

ORDER # CLASS: NATL. LOCAL REGIONAL

PRDCT NC SUPREME COURT EST#1000 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT8/12 OCT22/12 WK-3

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE OCT11/12 17.27

REP: TO JILL  
FR JARED  
NEW ISSUE ORDER  
TOTAL \$134150  
PLS CNF THANSK

*[Signature]*

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

114027.50  
51578  
62449.50

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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1			430A-459A	30		\$275.00	10/12	10/12	1	3	FRI	1
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AGENCY ADVERTISER CODE =												
AGENCY PRODUCT CODE =												
AGENCY EST# = 1000												
PROGRAM : NEWS												
RA35+ : 1.7												
2			430A-459A	30		\$500.00	10/15	10/19	5	2	M-F	5

PROGRAM : NEWS												
RA35+ : 1.7												
3			430A-459A	30		\$275.00	10/22	10/22	1	3	MON	1

PROGRAM : NEWS  
RA35+ : 1.7

OCT11/12 17.27  
\*\*\* WSOC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			500A-530A	30		\$825.00	10/12	10/12	2		FRI M-F	2
PROGRAM : NEWS												
RA35+ : 2.6												
5			500A-530A	30		\$825.00	10/15	10/19	10		M-F	10
PROGRAM : NEWS												
RA35+ : 2.6												
6			500A-530A	30		\$825.00	10/22	10/22	2		MON	2
PROGRAM : NEWS												
RA35+ : 2.6												
7			530A-600A	30		\$700.00	10/12	10/12	1		FRI M-F	1
PROGRAM : NEWS												
RA35+ : 2.6												
8			530A-600A	30		\$700.00	10/15	10/19	5		M-F	5
PROGRAM : NEWS												
RA35+ : 2.6												
9			530A-600A	30		\$700.00	10/22	10/22	1		MON	1
PROGRAM : NEWS												
RA35+ : 2.6												
10			700A-800A	30		\$1,700.00	10/12	10/12	1		FRI M-F	1
PROGRAM : GMA												
RA35+ : 4.9												
11			700A-800A	30		\$1,700.00	10/15	10/19	5		M-F	5
PROGRAM : GMA												
RA35+ : 4.9												
12			700A-800A	30		\$1,700.00	10/22	10/22	1		MON	1
PROGRAM : GMA												
RA35+ : 4.9												
13			800A-900A	30		\$1,600.00	10/12	10/12	1		FRI M-F	1
PROGRAM : GMA												
RA35+ : 4.9												

OCT11/12 17.27  
\*\*\* WSOC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
14			800A-900A	30		\$1,600.00	10/15	10/19	5		M-F	5
PROGRAM : GMA												
RA35+ : 4.9												
15			800A-900A	30		\$1,600.00	10/22	10/22	1		MON	1
PROGRAM : GMA												
RA35+ : 4.9												
16			600A-700A	30		\$500.00	10/13	10/20	1		SAT	2
PROGRAM : NEWS												
RA35+ : 3.0												
17			700A-800A	30		\$550.00	10/13	10/13	1		SAT	1
PROGRAM : NEWS												
RA35+ : 3.0												
18			800A-900A	30		\$800.00	10/13	10/20	1		SAT	2
PROGRAM : SAT GMA												
RA35+ : 3.9												
19			600A-700A	30		\$450.00	10/14	10/21	1		SUN	2
PROGRAM : NEWS												
RA35+ : 2.4												
20			700A-800A	30		\$500.00	10/14	10/21	1		SUN	2
PROGRAM : NEWS												
RA35+ : 2.4												
21			800A-900A	30		\$800.00	10/14	10/21	1		SUN	2
PROGRAM : SUN GMA												
RA35+ : 3.1												
22			900A-1000A	30		\$500.00	10/12	10/12	1		FRI	1
PROGRAM : KELLY												
RA35+ : 2.7												
23			900A-1000A	30		\$500.00	10/22	10/22	1		MON	1
PROGRAM : KELLY												
RA35+ : 2.7												

OCT11/12 17.27  
\*\*\* WSOC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
24			900A-1000A	30		\$600.00	10/15	10/19	5		M-F	5
PROGRAM : KELLY												
RA35+ : 2.7												
25			1000A-1100A	30		\$600.00	10/12	10/12	1		FRI	1
PROGRAM : KATIE												
RA35+ : 3.0												
26			1000A-1100A	30		\$600.00	10/22	10/22	1		MON	1
PROGRAM : KATIE												
RA35+ : 3.0												
27			1000A-1100A	30		\$700.00	10/15	10/19	5		M-F	5
PROGRAM : KATIE												
RA35+ : 3.0												
28			1200N-100P	30		\$650.00	10/12	10/12	1		FRI	1
PROGRAM : NEWS												
RA35+ : 3.6												
29			1200N-100P	30		\$650.00	10/22	10/22	1		MON	1
PROGRAM : NEWS												
RA35+ : 3.6												
30			1200N-100P	30		\$900.00	10/15	10/19	5		M-F	5
PROGRAM : NEWS												
RA35+ : 3.6												
31			1200N-1230P	30		\$600.00	10/13	10/20	1		SAT	2
PROGRAM : NEWS												
RA35+ : 3.4												
32			1200N-1230P	30		\$625.00	10/14	10/21	1		SUN	2
PROGRAM : NEWS												
RA35+ : 2.9												
33			400P-500P	30		\$850.00	10/12	10/12	1		FRI	1
PROGRAM : DR OZ												
RA35+ : 2.5												



OCT11/12 17.27  
\*\*\* WSOC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
34			400P-500P PROGRAM : DR OZ RA35+ : 2.5	30		\$850.00	10/15	10/19	5		M-F	5
35			400P-500P PROGRAM : DR OZ RA35+ : 2.5	30		\$850.00	10/22	10/22	1		MON	1
36			530P-600P PROGRAM : NEWS RA35+ : 5.1	30		\$1,700.00	10/12	10/12	1		FRI M-F	1
37			530P-600P PROGRAM : NEWS RA35+ : 5.1	30		\$1,700.00	10/15	10/19	5		M-F	5
38			530P-600P PROGRAM : NEWS RA35+ : 5.1	30		\$1,700.00	10/22	10/22	1		MON	1
39			600P-630P PROGRAM : NEWS RA35+ : 6.3	30		\$2,000.00	10/12	10/12	1		FRI	1
40			600P-630P PROGRAM : NEWS RA35+ : 6.3	30		\$2,000.00	10/15	10/19	5		M-F	5
41			600P-630P PROGRAM : NEWS RA35+ : 6.3	30		\$2,000.00	10/22	10/22	1		MON	1
42			700P-730P PROGRAM : NEWS RA35+ : 4.3	30		\$900.00	10/13	10/20	1		SAT	2
43			700P-730P PROGRAM : INSIDE EDITION RA35+ : 6.3	30		\$2,000.00	10/12	10/12	1		FRI M-F	1

REP HEADLINE# 6371426  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-225-4100  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET  
 HARRIS REPORT FROM REP  
 OCT11/12 17.27  
 \*\*\* WSOC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			700P-730P	30		\$2,000.00	10/15	10/19	5		M-F	5
PROGRAM : INSIDE EDITION												
RA35+ : 6.3												
45			700P-730P	30		\$2,000.00	10/22	10/22	1		MON	1
PROGRAM : INSIDE EDITION												
RA35+ : 6.3												
46			730P-800P	30		\$2,900.00	10/12	10/12	1		FRI	1
PROGRAM : ET												
RA35+ : 4.9												
47			730P-800P	30		\$2,900.00	10/15	10/19	5		M-F	5
PROGRAM : ET												
RA35+ : 4.9												
48			730P-800P	30		\$2,900.00	10/22	10/22	1		MON	1
PROGRAM : ET												
RA35+ : 4.9												
OCT/12 134150.00												CONTRACT TOTAL 134150.00
												TOTAL SPOTS 115

MARKET TOTALS \$335,375 WSOC 40% WBTW 29% WCNC 20% WCCB 7% WJZY 2% WMYT 0% WAXN 2%  
 CABL 0%

SVC- NSI  
 DEMOS- RA35+\*

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em;">WSDC-TV</span>	<b>Date:</b> <span style="font-size: 1.2em;">10/11/12</span>
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I, Heidi Guerra  
do hereby request station time concerning the following issue:

<span style="font-size: 1.2em;">N.C. Judicial Coalition (Supreme Court)</span>
--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

<b>Total Charges:</b>	<span style="font-size: 1.2em;">Gross \$134,150.00</span>
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This broadcast time will be used by: North Carolina Judicial Coalition

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

N/A

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

N.C. Judicial Coalition

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

10/11/12      Heidi Guerra      985-377-7161  
Date      Signature      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted      ☐ Accepted in Part      ☐ Rejected  
  
[Signature]      \_\_\_\_\_      \_\_\_\_\_  
Signature      Printed Name      Title